

# Igniting

# Hope:

# Solutions to the Drug Crisis

BRETT MONTAGUE  
Chief Executive Officer

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BIG

a

ISSUE

EVEN

BELOW THE SURFACE

BIGGER





Most of Us Can Agree That We Need to **Change Course**



# Change A Loved One's Behavior





Change  
The  
System







Change Treatment



# My Story



Same parents,  
Same upbringing,  
Same values





Same university



Same bad habits



a place without  a way forward

and seemingly no way back



The **One** Thing I Hadn't Tried





A photograph of a hotel room. Two beds with patterned blue and red covers are visible. A wooden nightstand sits between them, holding a small object. The wall is covered in a repeating geometric pattern. The text "What I Did When There Was Nothing I Could Do" is centered over the image.

# What I Did When There Was Nothing I Could Do



# The Man In the Other Chair





Are we trying to **punish**  or **restore**?





# What's Really Happening With Our Drug Laws?



Drug Use Is Not New





# You Can Ferment a Lot of Things





# Not a New Habit



Fermentation  
**5000 BC**



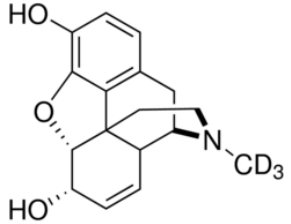
Alexander the Great  
**300 BC**



Coca in Peru  
**1500s**



# Morphine & Cocaine

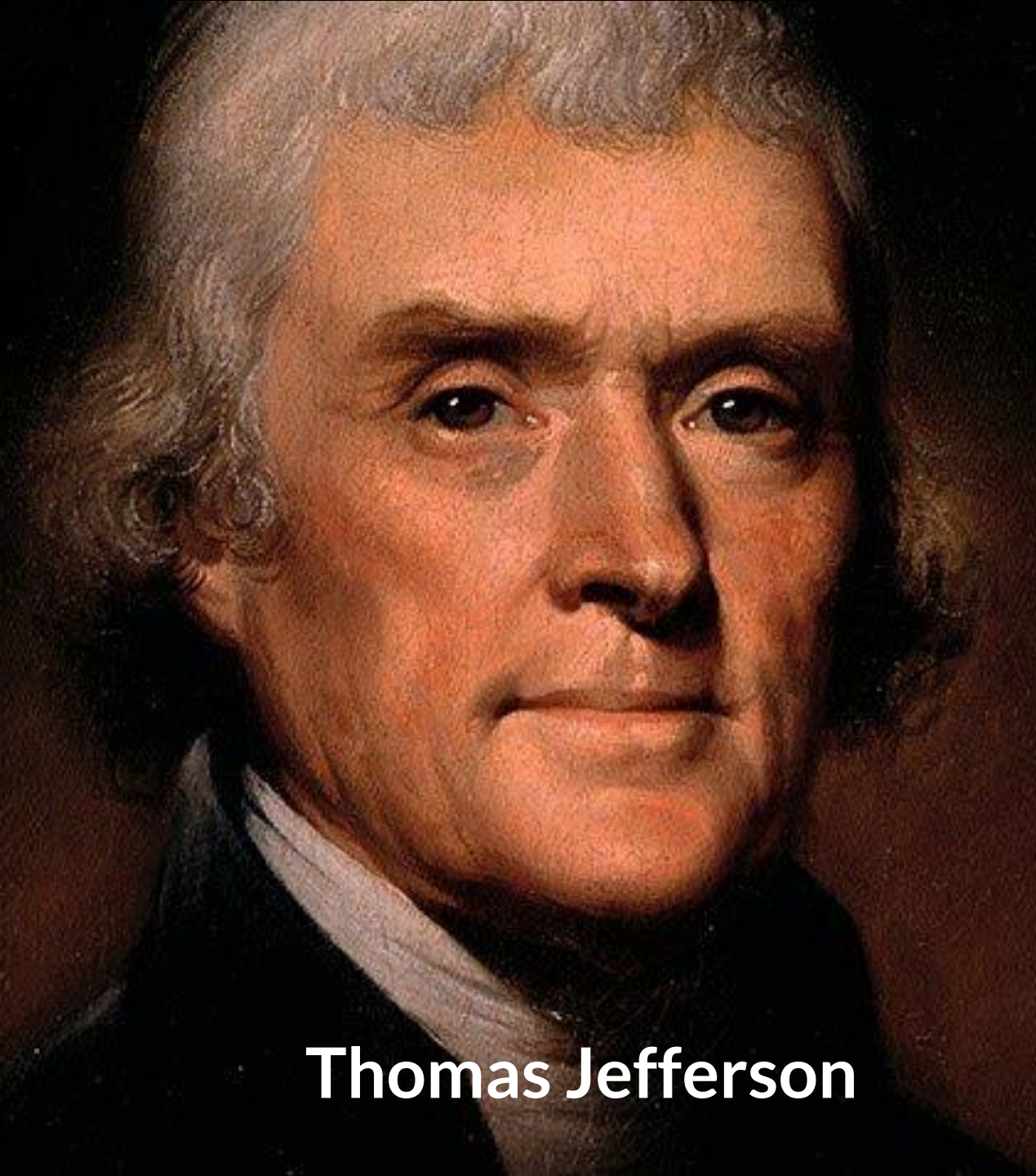


Morphine Isolated  
In France  
**1836**

Cocaine Isolated  
in Germany  
**1859**

Morphine Used  
On Battlefields  
**1860s**





Thomas Jefferson





Then Something  
**SHIFTED**



# A Punitive Response



Asylums  
**1870**



Narcotics Act  
**1914**



Alcohol Prohibition  
**1919**



# An Progression of Punishment



Cannabis Outlawed  
**1970**



War on Drugs  
**1971**



Harsher Penalties  
**1981**



# Is There an End In Sight?



Licenses Revoked  
**1990s**



FDA Crackdown  
**2013**



What's Next?  
**NOW**





**We've Institutionalized**

**We've Locked Up**



**We've Banned**



Increasing Drug Use  
Increasing Addiction  
Increasing Overdose

Why?



# Different Kinds of Harm



# Different Kinds of Harm



Harm from Drugs



Harm from Prohibition



MARKET

SUBSTANCE

CONSUMER



Drug Market Circa 1920



# Market Transfer

Regulated Businesses

Gangs & Cartels



ALCOHOL  
PROHIBITION



# Market Transfer

Regulated Businesses



DRUG  
PROHIBITION

Gangs & Cartels





MARKET

SUBSTANCE

CONSUMER

# Substance Transfer

Quality  
Controlled



Bootleg



ALCOHOL  
PROHIBITION



# Potency Increase

5% ABV Outside  
Where It's LEGAL



45% ABV Inside  
Where It's NOT





# Substance Transfer

Regulated Medicine



Contaminated Street  
Drugs



DRUG  
PROHIBITION



# Opioid Overdose Deaths

2020 Opioid Deaths

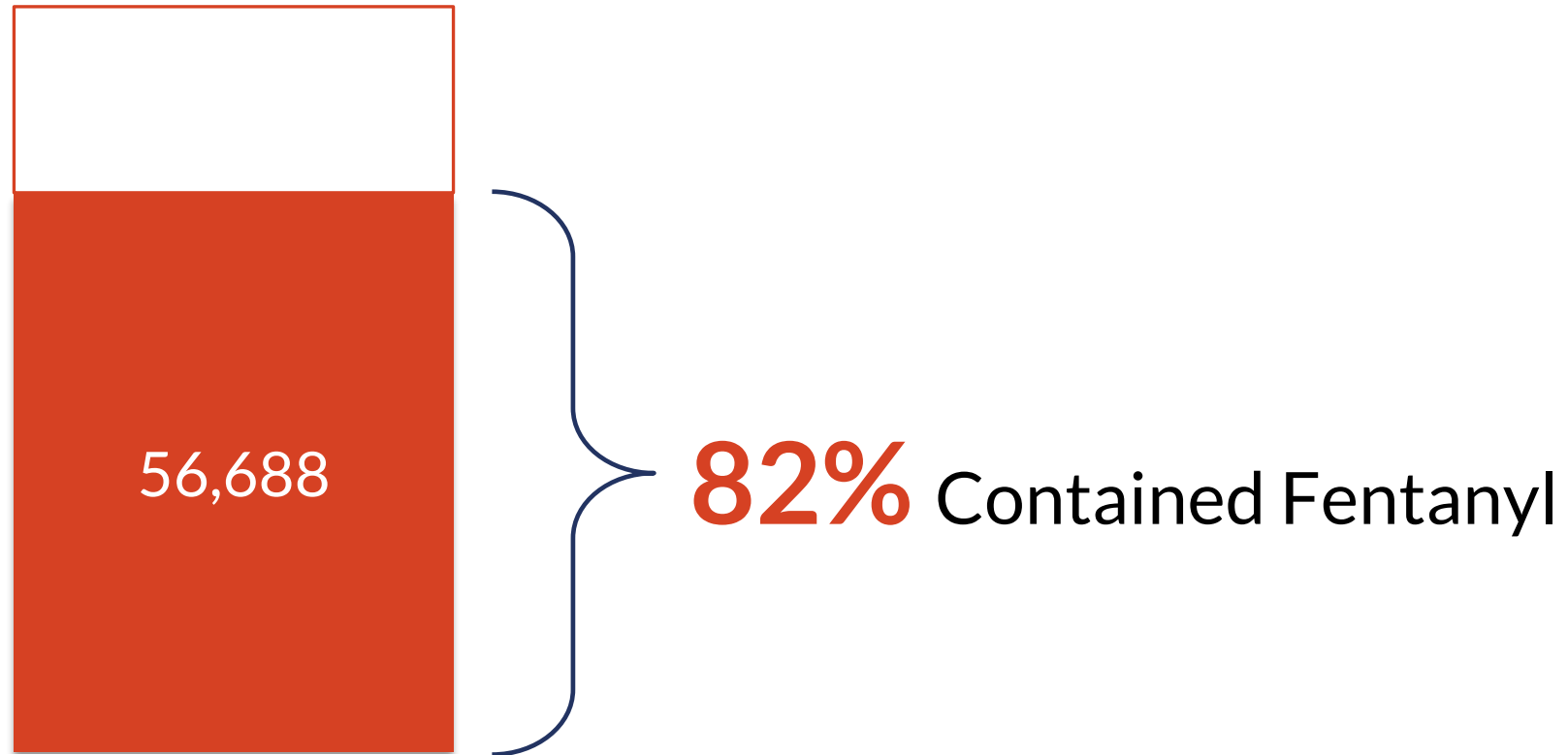


68,871

Source: CDC WONDER

# Opioid Overdose Deaths

2020 Opioid Deaths

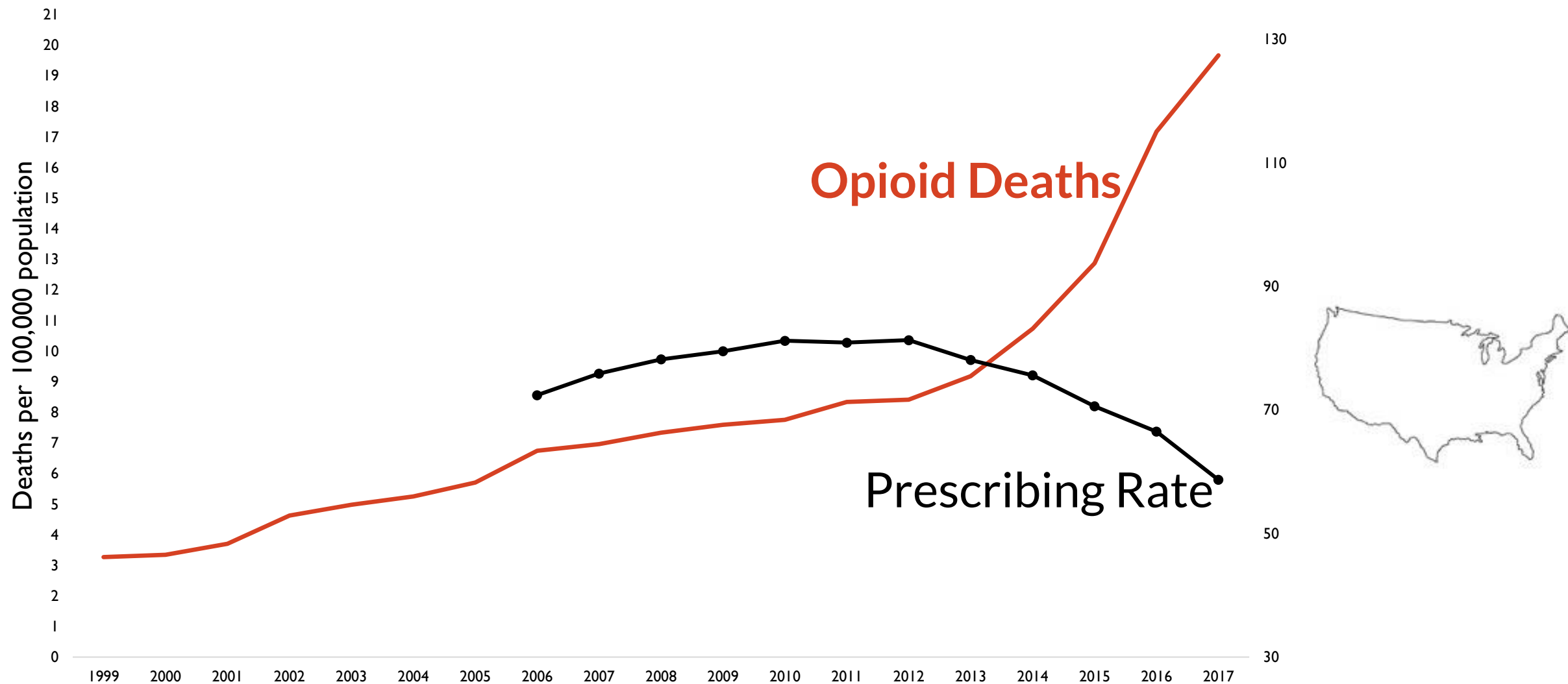


Source: CDC WONDER



# Opioid Deaths **Increase** As Opioid Prescription Rates **Decrease**

## United States, 1999-2017

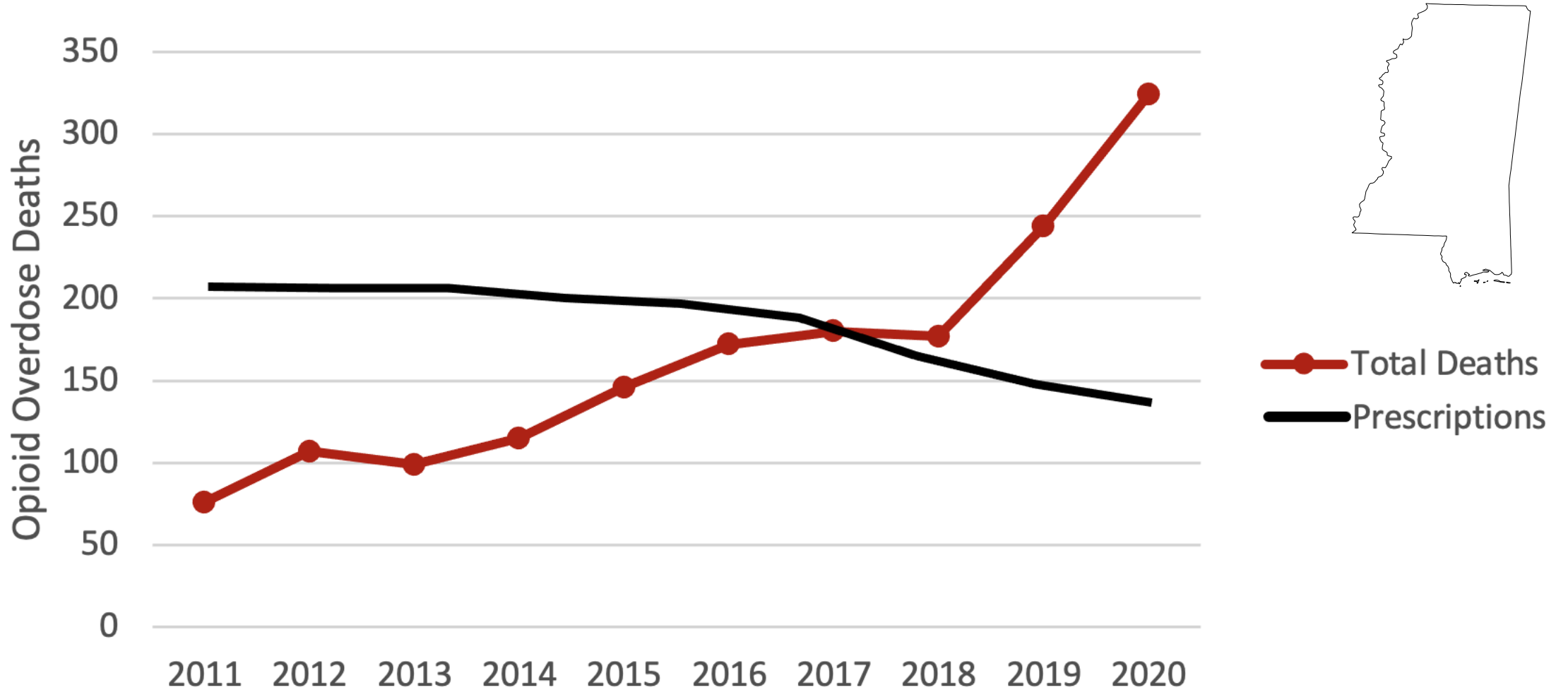


Source: <https://wonder.cdc.gov/mcd.html>

Source: CDC WONDER

# Opioid Overdose Deaths **Increase** as Prescribing Rates **Decrease**

## Mississippi : 2012 - 2020





MARKET

SUBSTANCE

CONSUMER

# Consumer Response Transfer

Patient



DRUG  
PROHIBITION

Criminal



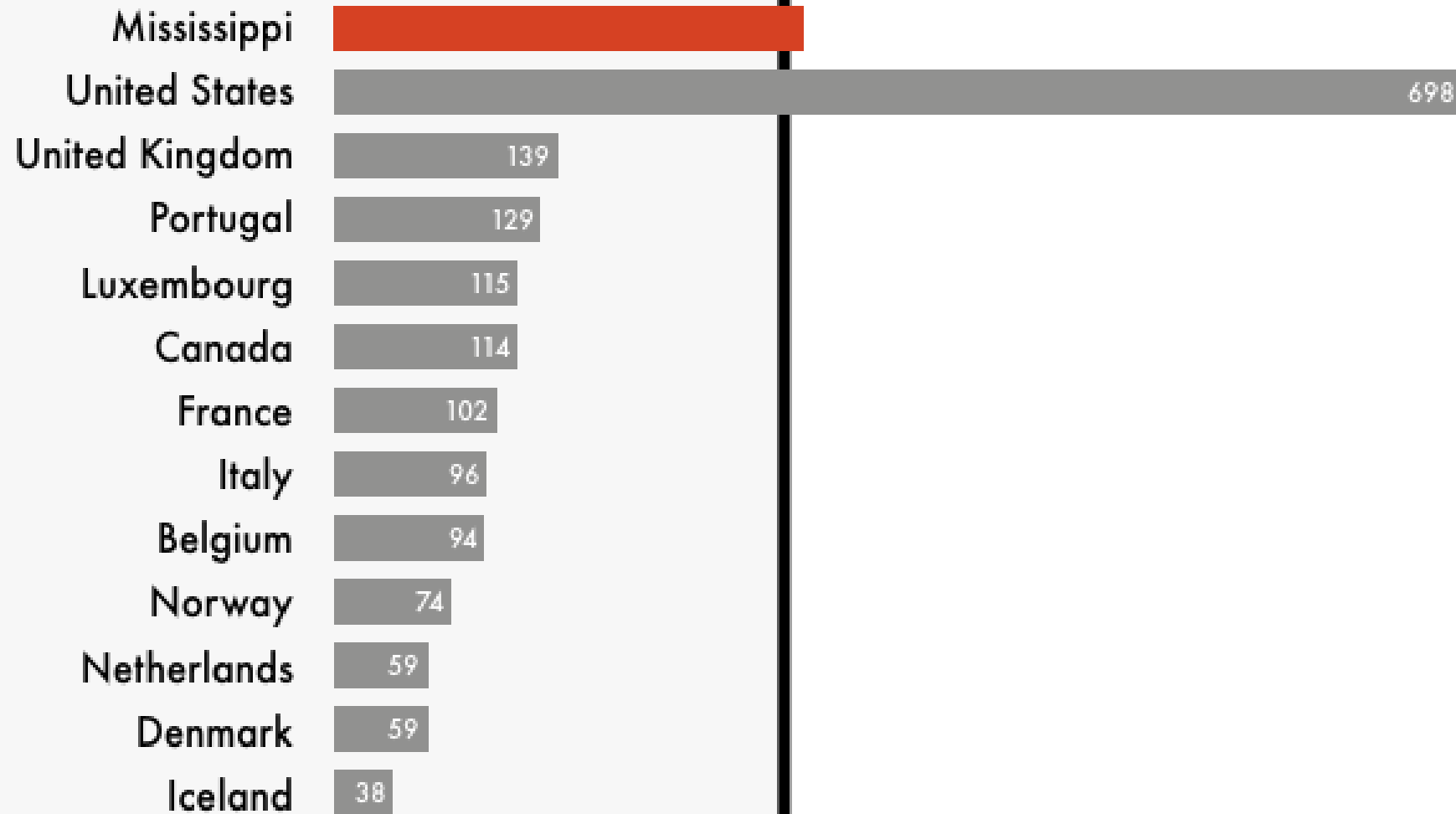


# 3,000

Non-Violent Drug Offenders in MS  
Prisons

# INCARCERATION RATES

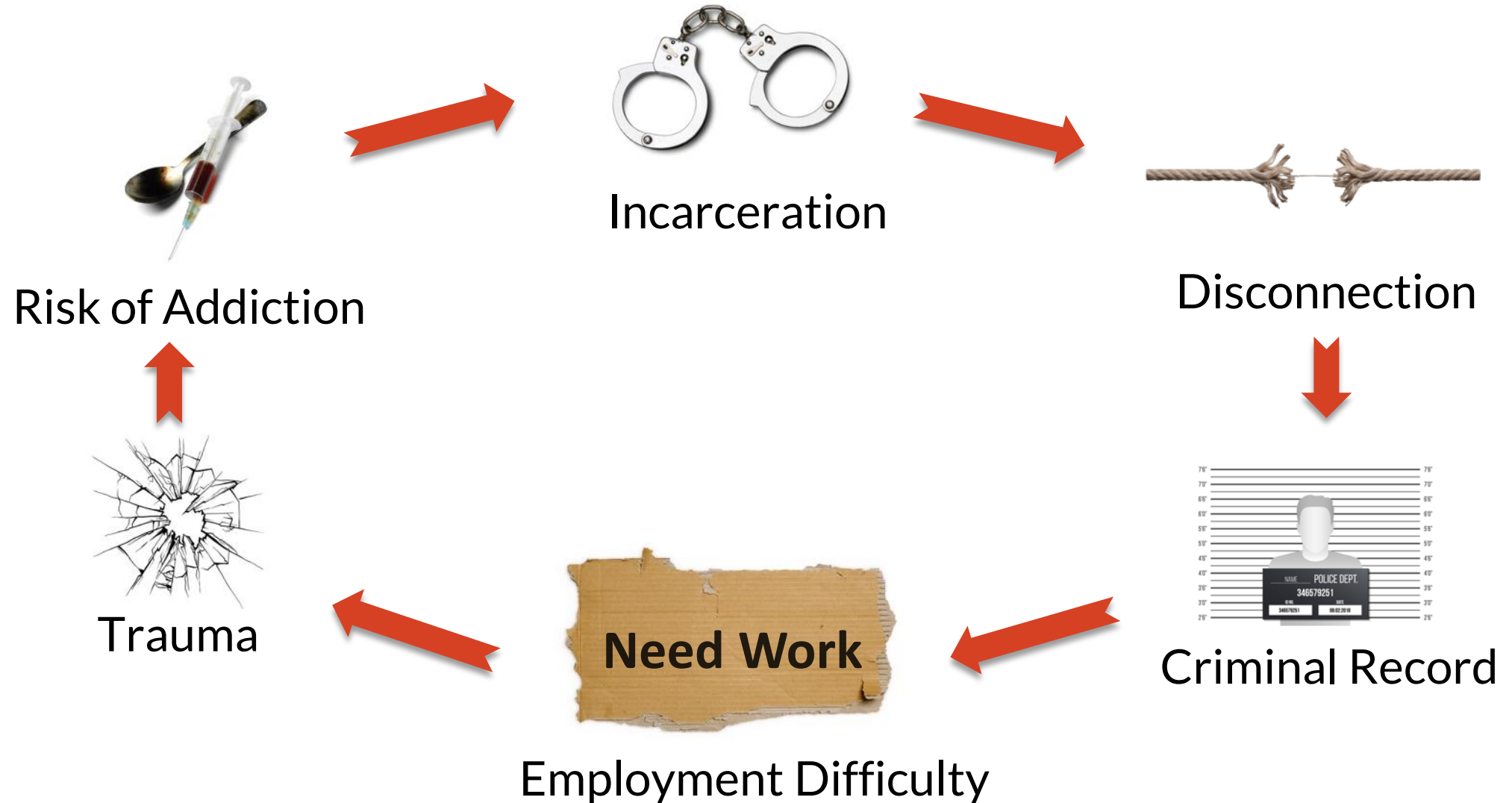
COMPARING MISSISSIPPI  
AND FOUNDING NATO COUNTRIES



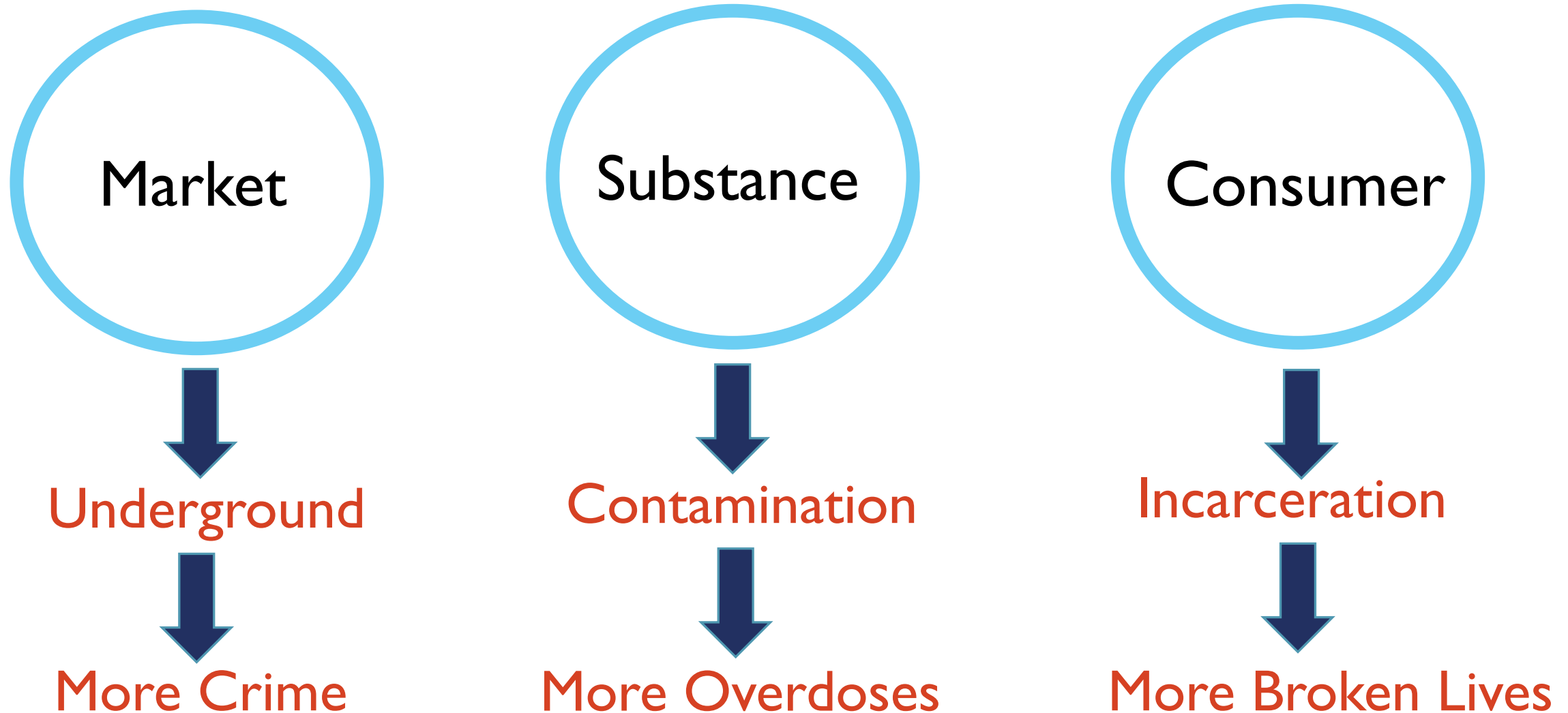
Incarceration rates per 100,000 population



# A Vicious Cycle



# What Drug Prohibition does to the...







What Can We Do?

# HARM REDUCTION

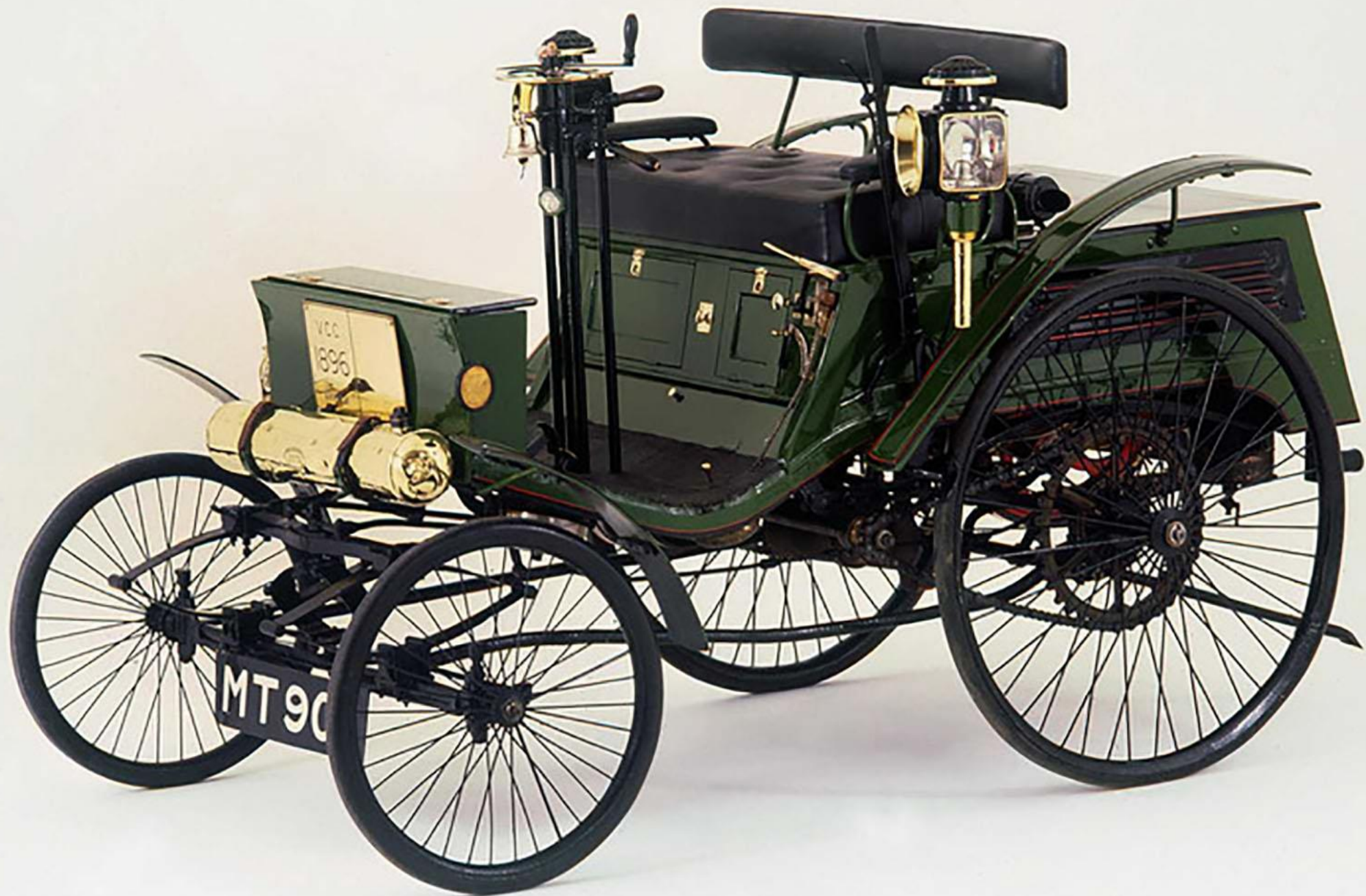


# Making Dangerous Activities Less Dangerous



Not A New Concept







No Seatbelt



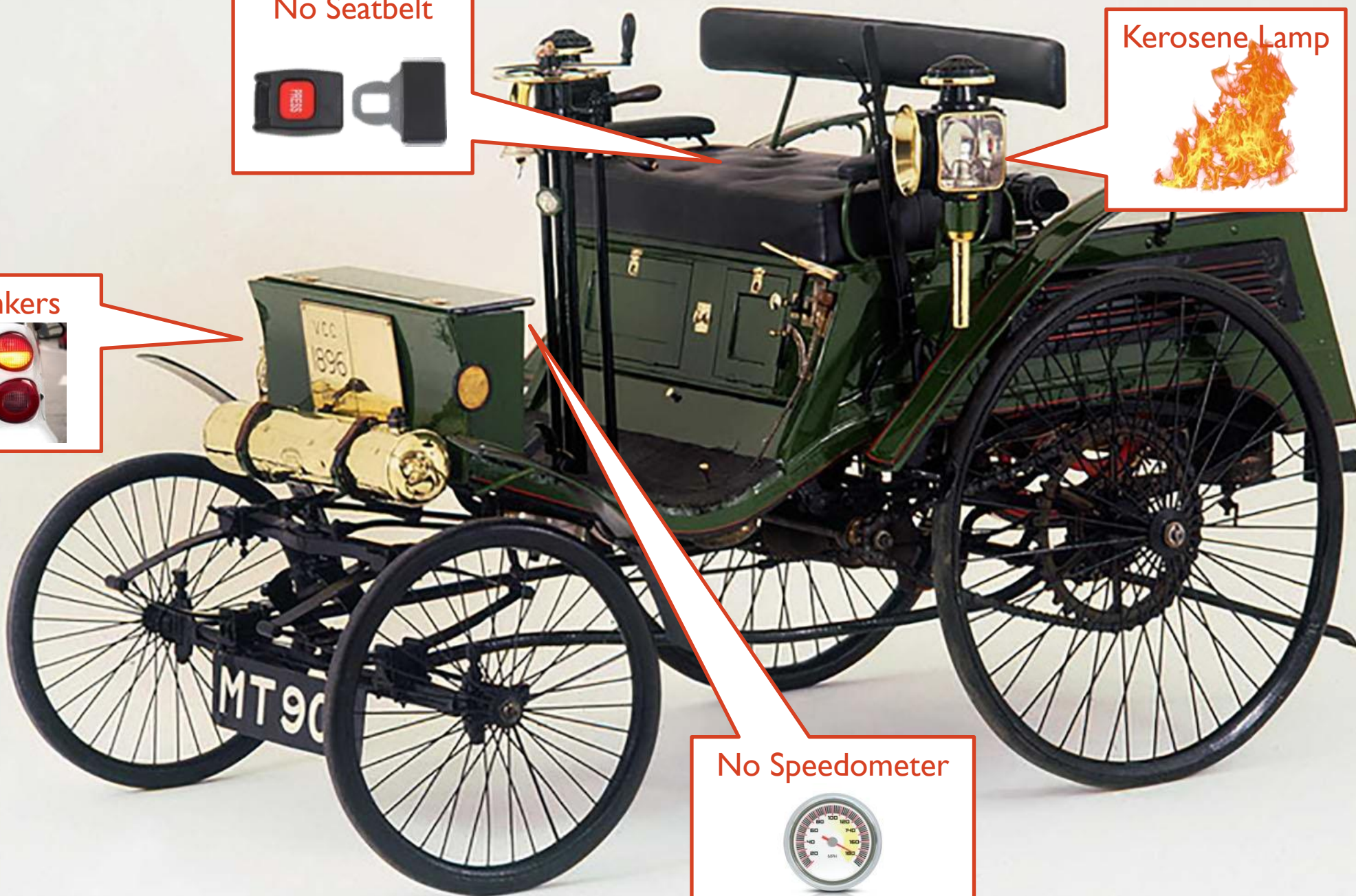
Kerosene Lamp



No Blinkers



No Speedometer





# HARM REDUCTION FOR DRIVING



Antilock Brakes



Child Seats



Graduated Licenses



Backup Cameras



Speed Limits



Lane Sensors



Traffic Lights



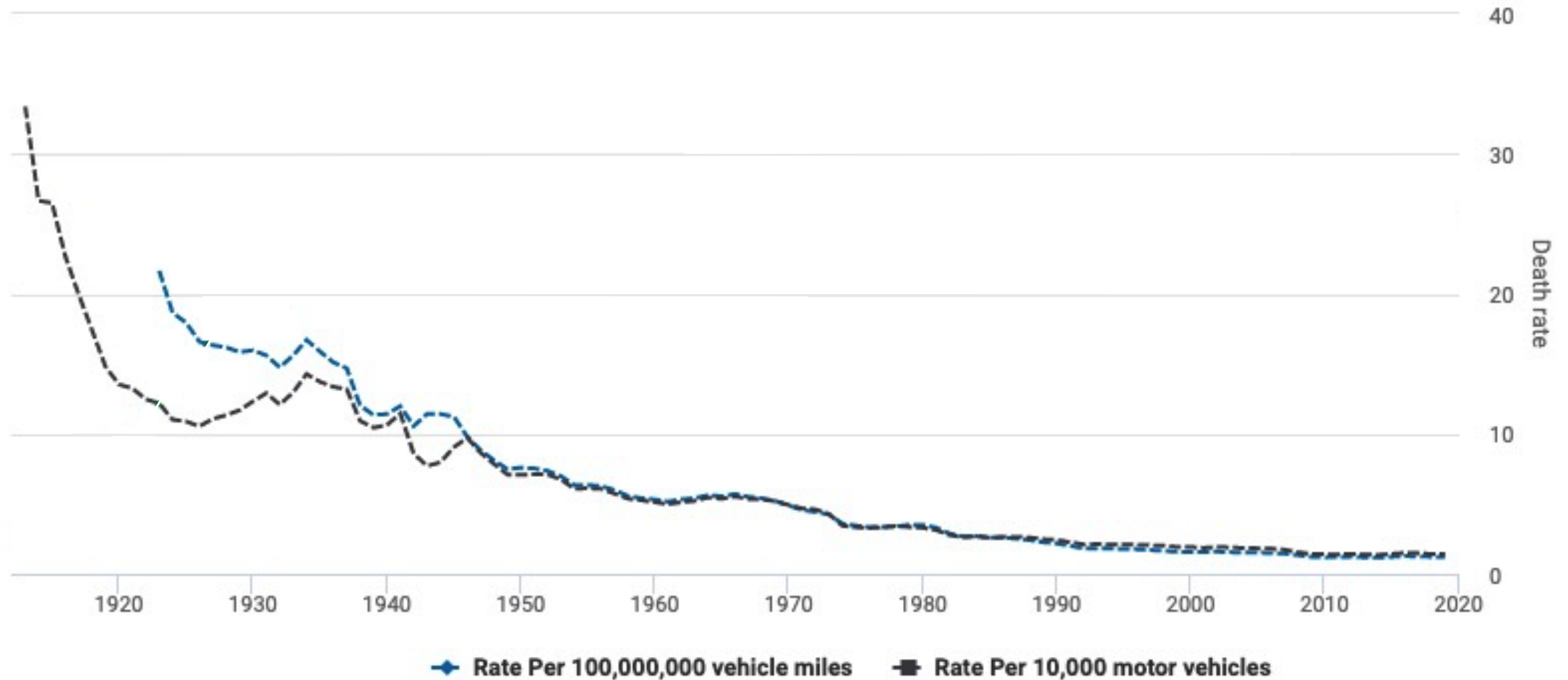
Crash Testing



Road Signs

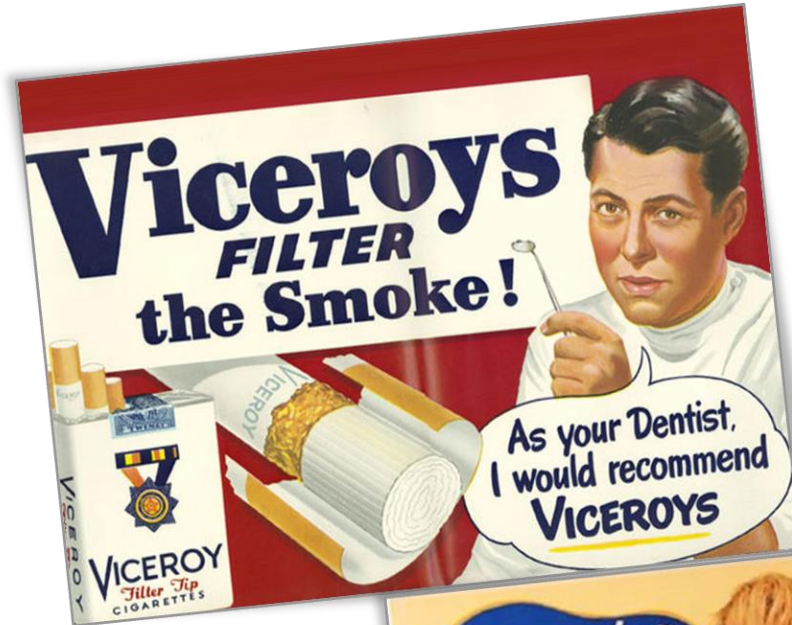
# The Results

Motor Vehicle Death Rates, 1913-2019





# What Harm Could It Do?



**Viceroy's**  
**FILTER**  
**the Smoke!**

As your Dentist,  
I would recommend  
**VICEROYS**

VICEROY  
Filter Tip  
CIGARETTES

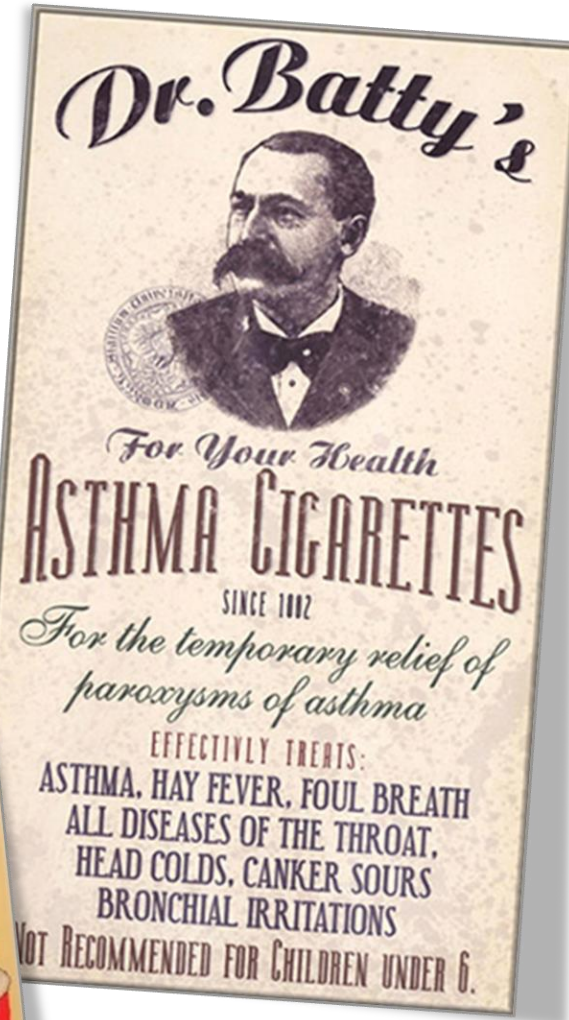


**I Remember Momma and Poppa!**

Love from Mike

**CHESTERFIELD**

**FOR MOTHER'S DAY FATHER'S DAY- ANY DAY**



**Dr. Batt's**

**ASTHMA CIGARETTES**

SINCE 1882

For the temporary relief of  
paroxysms of asthma

EFFECTIVELY TREATS:  
ASTHMA, HAY FEVER, FOUL BREATH  
ALL DISEASES OF THE THROAT,  
HEAD COLDS, CANKER SOURS  
BRONCHIAL IRRITATIONS

NOT RECOMMENDED FOR CHILDREN UNDER 6.



**"I'm going to grow a hundred years old!"**

...and possibly she may—for the amazing strides of medical science have added years to life expectancy

It's a fact—a warm, wonderful fact—that this five-year-old child, or your own child, has a life expectancy almost a whole decade longer than was her mother's, and a good 18 to 20 years longer than that of her grandmother. Not only the expectation of a longer life, but of a life by far healthier. Thank medical science for that. Think your doctor and thousands like him... toiling ceaselessly... that you and yours may enjoy a longer, better life.

According to a recent Nationwide survey:

**More Doctors smoke Camels than any other cigarette!**

NOT ONE but three outstanding independent research organizations conducted this survey. And they asked not just a few thousand, but 115,597, doctors from coast to coast to name the cigarette they themselves preferred to smoke.

Answers came in by the thousands... from general physicians, diagnosticians, surgeons, nose and throat specialists too. The most-named brand was Camel.

If you are not now smoking Camels, try them. Let your "T-Zone" tell you (see right).

**CAMELS** Costlier Tobaccos

THE "T-ZONE" TEST WILL TELL YOU

The "T-Zone"—T for taste and T for throat—in your own proving ground for any cigarette. Only your taste and throat can decide which cigarette tastes best to you... how it affects your throat.

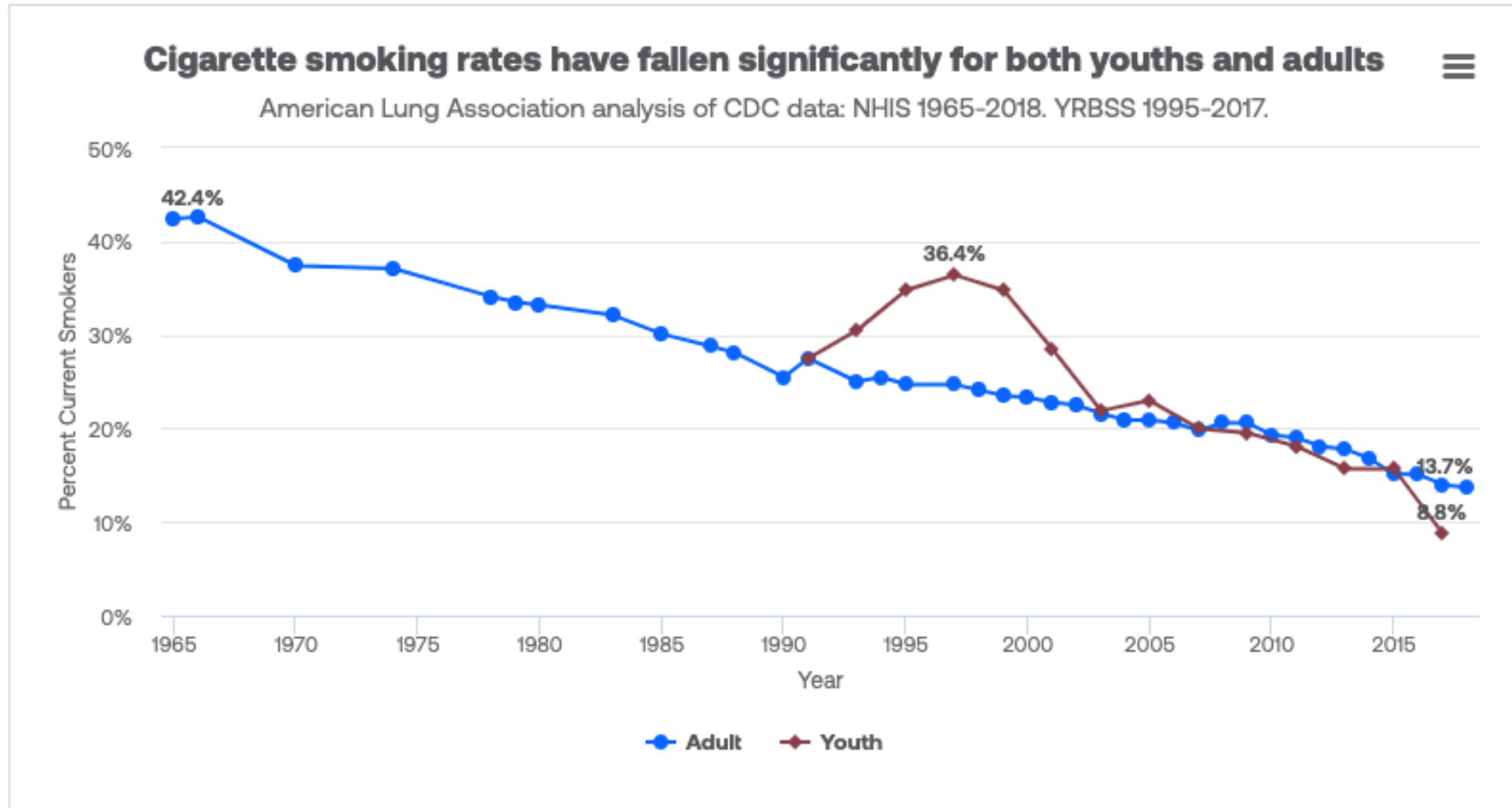
# HARM REDUCTION FOR SMOKING

SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.





# The Results





# Harm Reduction and Alcohol





# HARM REDUCTION



Serving Facts	
Serving Size	5 fl oz (148 ml)
Servings Per Container	5
Amount Per Serving	
<b>Alcohol by volume</b>	<b>14%</b>
fl oz of alcohol	0.7
<b>Calories</b>	120
<b>Carbohydrate</b>	3g
<b>Fat</b>	0g
<b>Protein</b>	0g



# Ways to Reduce Harm from Other Drugs



# PORTUGAL

DARK **PROBLEMS** BENEATH A **SUNNY**  
EXTERIOR





De-Criminalized  
Possession of All Drugs



# Consumers are **Patients** Again



Market

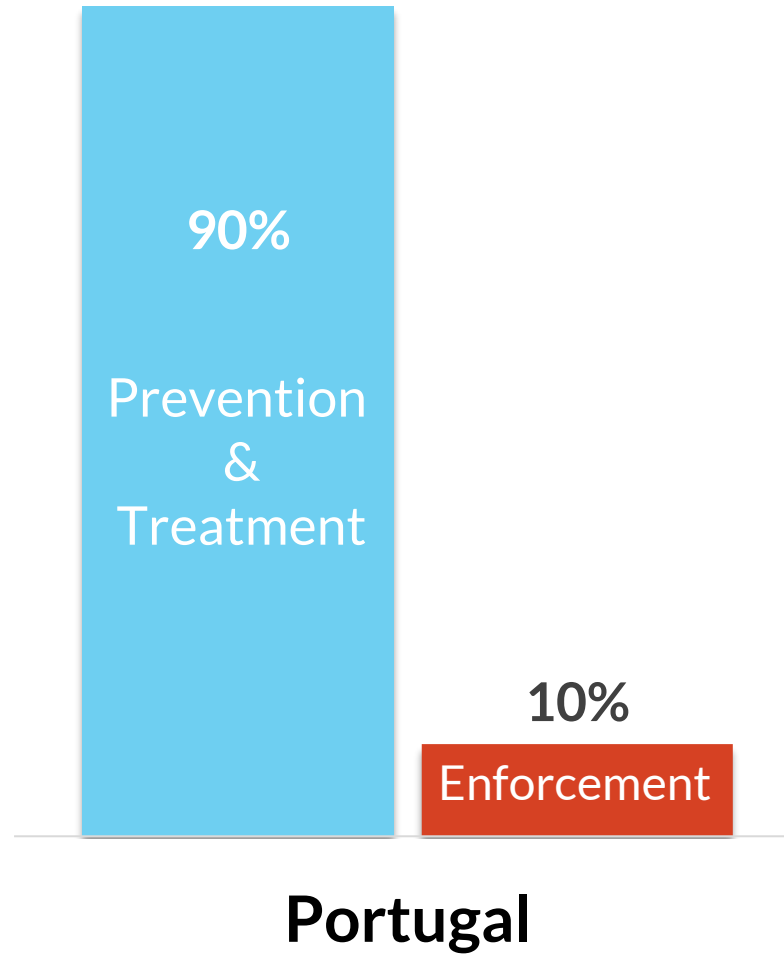


Substance



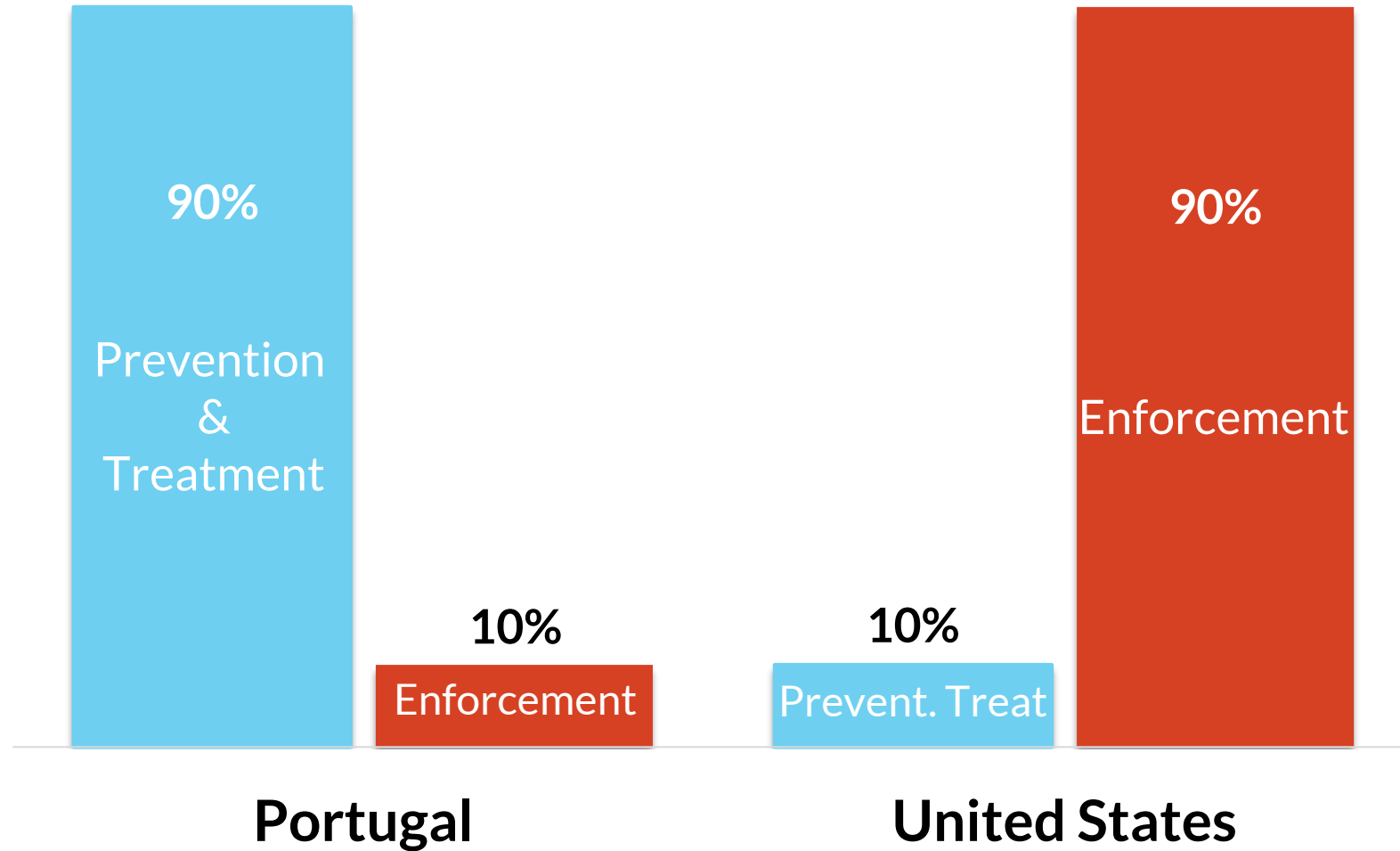
Consumer

# Drug Budget Shift





# Drug Budget Shift



Did it Help?



# Results of Reform

Injection Drug Use    Drug Addiction    Drug-Related Crime



# Ways to Reduce Harm

Decriminalize



Market



Substance



Consumer



# Ways to Reduce Harm

Decriminalize



Market



Substance



Consumer

# Addressing **All Three** Categories

Legal Regulation



Market



Substance



Consumer



We Don't Have to Swallow the **Whole** Pill



# We Don't Have to Swallow the **Whole** Pill



**Harm** from Drugs



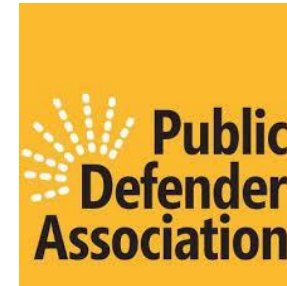
**Harm** from Criminalization



Policy Changes Take Time...  
How Can We Reduce Harm Now?

# LEAD

## LAW ENFORCEMENT ASSISTED DIVERSION



Drug Use



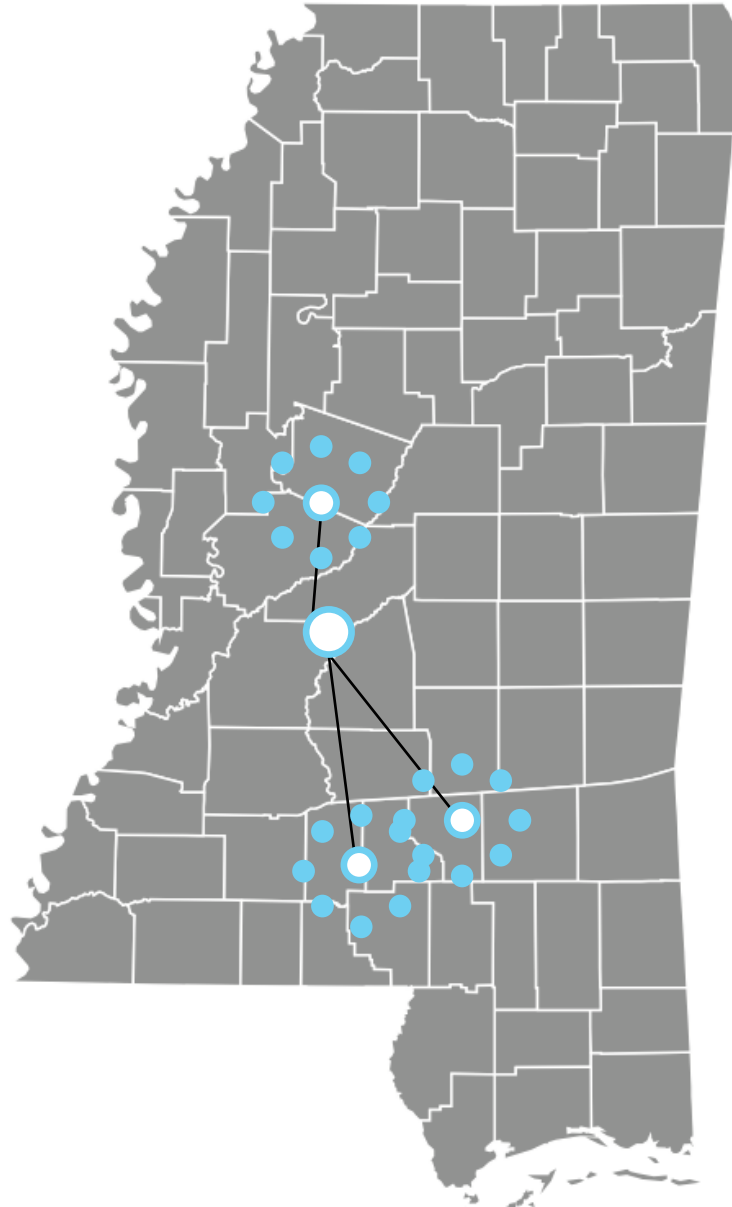
Incarceration



Treatment



# Law Enforcement Assisted Diversion Network





Intervention Courts Reduce Harm



Accountability

# Accountability or Harm Reduction?

Accountability



Discourage Drug Use

Harm Reduction



Lessen Damage of  
Criminal Justice System





# It's Not Either / Or

**YES**

Accountability



Discourage Drug Use

**AND**

Harm Reduction



Lessen Damage of  
Criminal Justice System



# ACCOUNTABILITY



Ticket



Higher Insurance



Impoundment



Lose License



Criminal Charges

# HARM REDUCTION



Antilock Brakes



Child Seats



Graduated Licenses



Backup Cameras



Speed Limits



Lane Sensors



Traffic Lights



Crash Testing



Road Signs

Drugs Will Always  
Be a Powerful  
Source of **Healing**  
and **Harm**







Some Things Can't Just **STOP**



But We Can **SHIFT**





~~Perfect~~  
Realistic






Which Way Is Up?

Unshakeable  
Belief

The absolute value of a

**single**  **person**



$$\begin{array}{r} \text{Good People} \\ + \text{Good Intentions} \\ \text{Harmful Policies} \\ \hline = \text{Harmful Outcomes} \end{array}$$




Picking Up the Pieces

A tall, clear glass with a rectangular body and a thick base, standing on a reflective surface. The glass is empty and its reflection is visible on the surface below. The background is solid black.

Stop **Breaking** Them

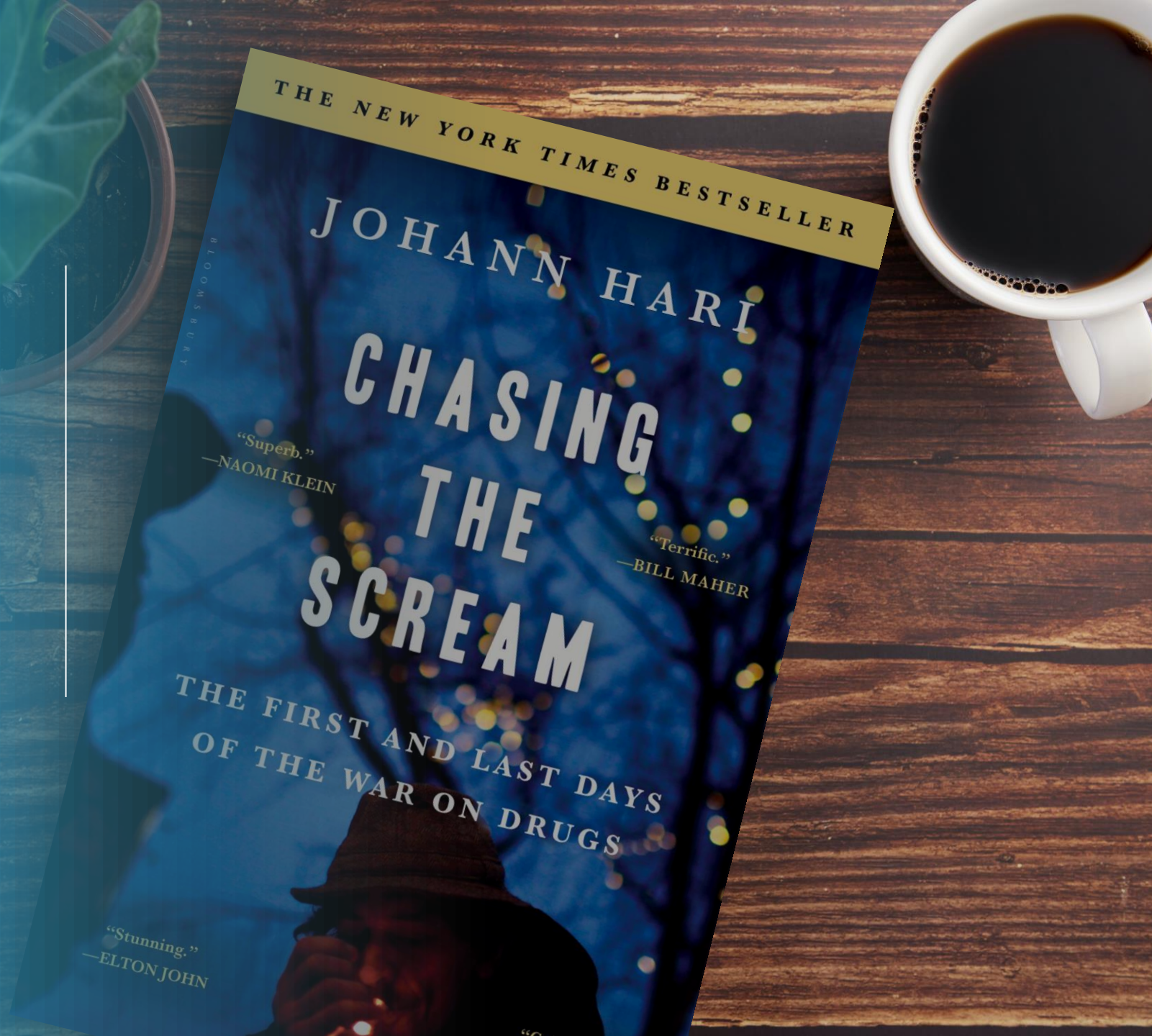


A close-up photograph of a person's hand reaching out, palm up, towards the camera. The hand is light-skinned and appears to be wearing a light blue denim jacket. The background is a soft, out-of-focus green, suggesting an outdoor setting with foliage. The lighting is natural and soft, highlighting the texture of the skin and the fabric of the jacket.

Journey With Us  
to **Reduce Harm**



# Dive Deeper



# Share: Christina Dent TEDx





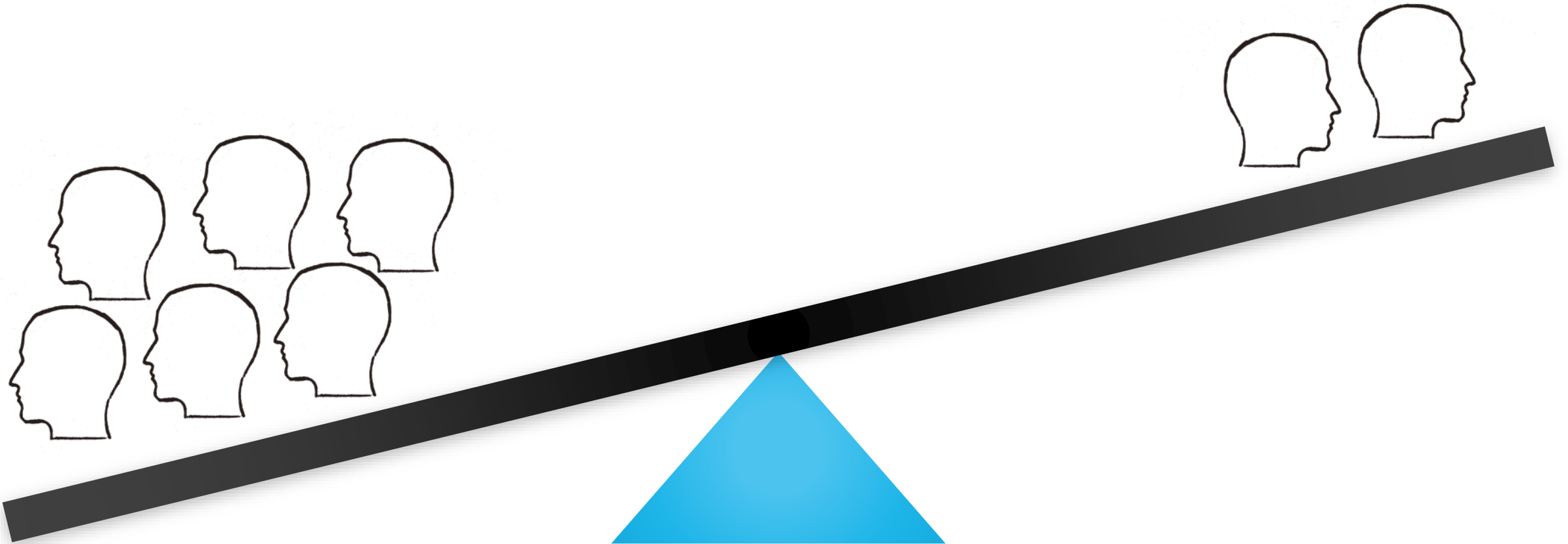
# Connect

A group of people are seated in a room with wooden floors and framed artwork on the walls. In the foreground, a man with a beard and a brown jacket is gesturing with his hands while speaking. Behind him, other individuals are seated, some looking towards the speaker. The scene is dimly lit, creating a focused and intimate atmosphere.

Civic Organizations  
Classes  
Conferences

# HOW DO POLICIES CHANGE?

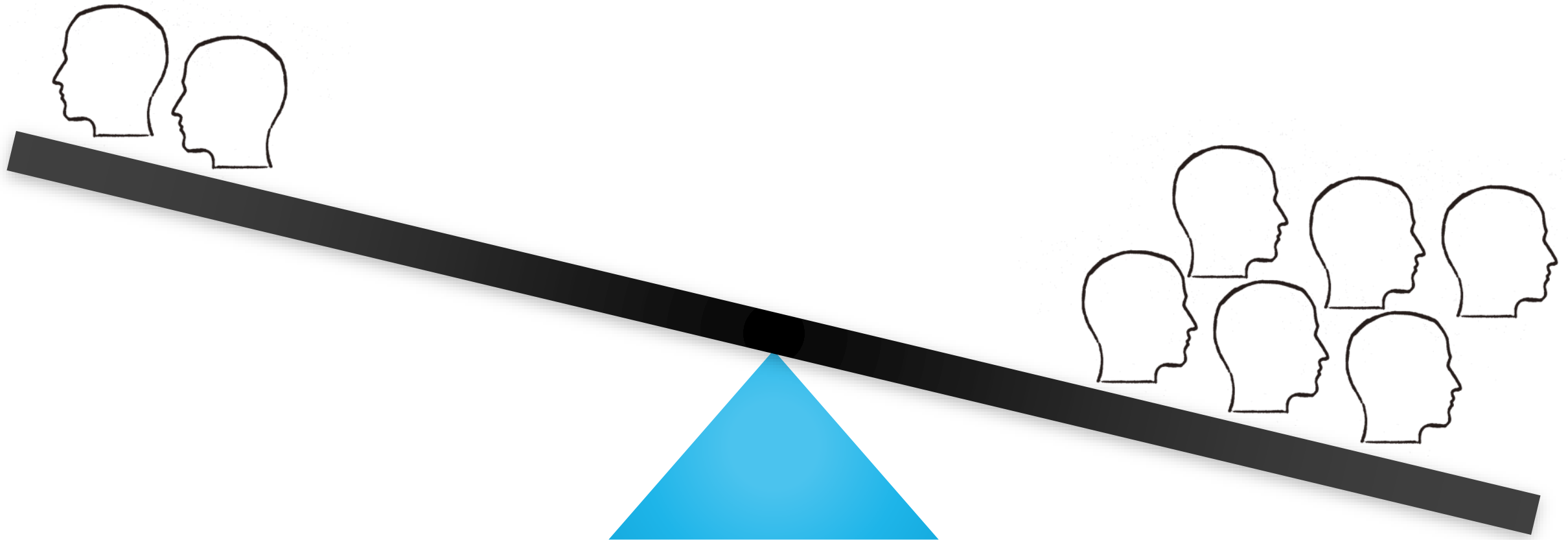
Policies Change



# HOW DO POLICIES CHANGE?

Policies Change

When Minds Change





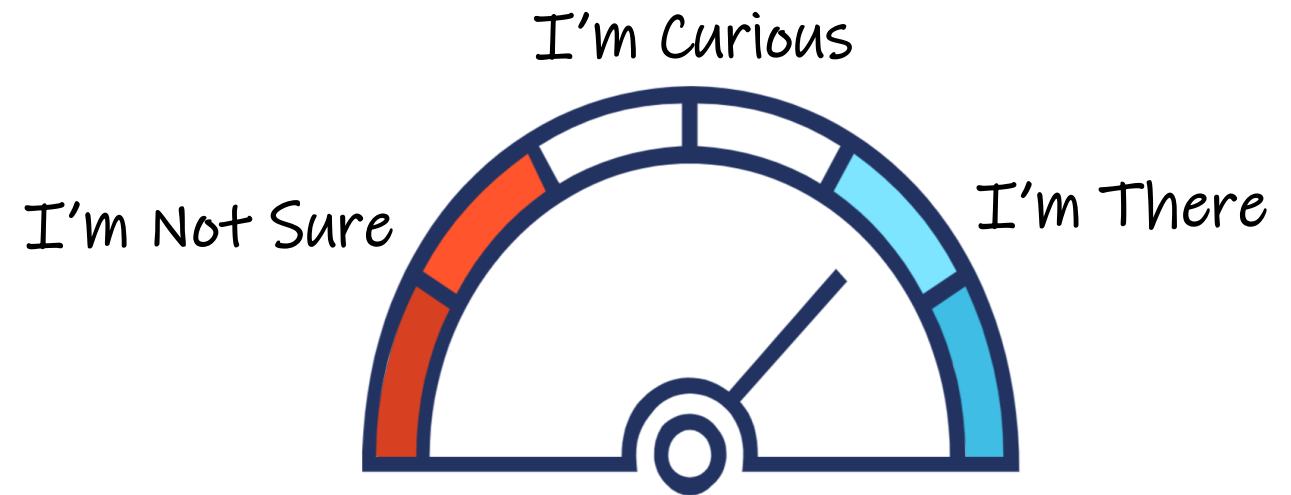
A dirt path leads through a dense forest. The path is made of brown earth and is flanked by lush green trees and bushes. Sunlight filters through the canopy, creating a dappled light effect on the path. The overall atmosphere is peaceful and serene.

A Better Path Forward



# Discussion:

1. Who Are You?
2. What Do You Think About The Ideas Presented?



# Igniting

# Hope:

# Solutions to the Drug Crisis

**BRETT MONTAGUE**  
Chief Executive Officer

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